

Message Text

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43

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----- 116858

R 251030Z AUG 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 2529

UNCLAS BANGKOK 23900

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJECT: WTDR/FTI - STRONG BROTHERS LTD. PART.

REF: STATE 182094

1. THAILAND 2. CNTRY CODE: 549 3. SER. NO: N/A
4. STRONG BROTHERS LTD. PART.
- 4A. CODE: P
5. 169 NEW ROAD, P.O. BOX 252
6. BANGKOK, THAILAND
7. ESTABL: 1961 8. EMPL. 10 9. SIZE: (21-X) SMALL
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL MARKET.
12. RPT. DATE: 08/76
- 13A. 36622/25 IMP. AND DISTR. OF RADIO AND TELEVISION BROADCAST
EQUIPMENT.
- 13B. 36511/135 IMP. AND DISTR. OF HOUSEHOLD RADIO RECEIVING SETS.
- 13C. 36512/135 IMP. AND DISTR. OF TELEVISION RECEIVERS.
- 13D. 36425/25 IMP. AND DISTR. OF LIGHTING EQUIPMENT.
14. CONTACT: Y. STRONG TITLE: MANAGING PARTNER
15. CABLE: STRONG BANGKOK 16. TELEX: N/A 17. TEL. 2215774
18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD,
BANGKOK; THAI FARMERS BANK LTD., 142 SILOM ROAD, BANGKOK.
19. TRADE REFS: N/A
20. AGENCY REP: N/A
21. THIS LIMITED PARTNERSHIP WAS ESTABLISHED IN 1961 WITH A
NOMINAL CAPITAL OF \$10,000. FIRM IMPORTS, UNDER ITS BRAND NAME,
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"TELEMARK" SOUND EQUIPMENT FROM BOTH THE REPUBLIC OF CHINA AND

JAPAN FOR WHOLESALE AND RETAIL DISTRIBUTION. IN ADDITION, FIRM ALSO ACTS AS GOVERNMENT BIDDER ON BROADCASTING AND LIGHTING EQUIPMENT. THE BUSINESS APPEARS TO BE AGGRESSIVELY AND PROFITABLY MANAGED BY MR. Y. STRONG (ALSO KNOWN IN THAI AS STRONG MAHAPRUKPONG). FIRM'S ANNUAL SALES ARE ABOUT \$750,000. BANKING SOURCE REPORTS FAVORABLY ON THE FIRM'S ACCOUNT. SECURED OVERDRAFT FACILITIES FROM THE BANK HAVE BEEN EXTENDED TO THE FIRM WITH SATISFACTORY RESULTS. FIRM IS CONSIDERED RELIABLE AND CAN BE RECOMMENDED AS A TRADING PARTNER FOR AMERICAN SUPPLIERS.

22. PREPARED BY: S. SAMRAN APPROVED BY: THOMAS C. STAVE

AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BANGKO23900
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760324-0767
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760823/aaaaatdc.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 182094
Review Action: RELEASED, APPROVED
Review Authority: cahillha
Review Comment: n/a
Review Content Flags:
Review Date: 01 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 APR 2004 by ReddocGW>; APPROVED <28 JAN 2005 by cahillha>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI - STRONG BROTHERS LTD. PART.
TAGS: BEXP, TH
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006